



news release

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FROM THE DEMOCRATIC NATIONAL COMMITTEE PUBLICITY DIVISION 1730 K STREET, N. W. WASHINGTON 6, D.C. FEDERAL 3-8750

FOR P.M.'S RELEASE
SATURDAY, OCTOBER 31

B-3940

TEXT PREPARED FOR DELIVERY
BY
SENATOR HUBERT HUMPHREY
LOS ANGELES, CALIFORNIA
OCTOBER 31, 1964

We now have traveled more than 50,000 miles in this election campaign, and we have been in more than 95 cities and 39 states. As we go into the final three days of the campaign, I hope to get one message across to every voter -- how vitally important it is to cast a ballot on Tuesday.

Voting is not only a privilege -- it should be the duty of every American. I have carried this message to every group of young people I have met -- in college auditoriums and school children gathered along side streets and highways outside their schoolhouses.

I have urged all of them to make it their responsibility that their parents and elder brothers and sisters go to the polls next Tuesday. I have done this because voting is a vital part of good citizenship.

I will be frank with you that as a Democrat I also have a slight partisan motive. The biggest danger we Democrats face in this election is overconfidence and voter apathy.

Close elections are common. The absence of a few voters in a number of our elections could have changed the course of history.

In 1960, John Kennedy won the Presidency by less than one vote per precinct. One-half of one per cent of the vote cast in Illinois vote margin of victory.

We have had more recent examples of close elections. In 1962, in my own state of Minnesota, the election of governor was decided by 91 votes. In Rhode Island the choice for governor was decided by 398 votes and in Maine, by 483 votes.

- more -

Here in California, in 1946, less than one vote per precinct decided the entire national election. That was the year that Charles Evans Hughes went to bed believing he had been elected. But Wilson carried California by 3,800 votes out of nearly one million, and those votes were the margin of national victory.

The issues of this campaign call for much more than a close decision. It calls for much more than just a victory for President Johnson. We must give President Johnson an overwhelming vote of confidence.

We must make clear by our votes that the economic and social progress we have made never again will be challenged by a band of cynical political adventurers.

Never again should this nation be faced with a major party candidate whose statements and supporters threaten to destroy:

Social security....rural electrification....price supports for farmers....the rights of labor....and the cooperation with business that has been providing more and more jobs and expanding our economic opportunities during the last four years.

We also should give President Johnson an overwhelming margin of victory so that it will be possible for moderate and liberal Republicans to regain control of their party from the small faction of radical Goldwaterites who have captured it. A smashing defeat could once and for all repudiate the radical extremists who have made the Goldwater campaign one of the most sorry chapters in American political history.

But the most important reason why we must give President Johnson an overwhelming victory is because we must crush for all time forces of bitterness and rancor and hate that have clustered around the Goldwater banner in this campaign. We must have it clear that these apostles of discord will never again be given the cloak of respectability of a major political party.

I have no doubt that we will win if everyone -- Democrat and Republican and Independent -- unites in seeing to it that everyone goes to the polls next Tuesday. I am sure that a record turnout will mean a tremendous victory for President Johnson.

As the campaign draws to a close, two major issues have emerged in clear view of the American public -- despite political smokescreens and namecalling.

Most American voters now know that Senator Goldwater is not a true Republican, not a conservative -- but a radical. He had made clear by his record as a Senator and his public pronouncements that he opposes the programs and philosophy of government which have produced unprecedented economic and social advancement during the last 30 years.

And most Americans know there is one dominant, overriding issue of this campaign: which candidate is best qualified by experience and temperament to guide our destiny in this nuclear age when one false move, one miscalculation can mean the annihilation of our civilization.

Do we want a man whose record has been one of contradiction and confusion? Do we want a man who speaks casually about the use of nuclear power, who believes in diplomacy by ultimatum and who admires the "brinkmanship" policies of Nazi Germany?

The American people will reject such a candidate. They will give their vote of confidence to a tested leader, a man of prudence and patience, and man who understands the use of power and who realizes the importance of restraint.

The American people will give their vote to President Lyndon Johnson.

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READING COPY

AIRPORT

LOS ANGELES , CALIFORNIA

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In 1960, John Kennedy won the Presidency by less than one vote per precinct. One-half of 1 per cent of the vote cast in Illinois and New Jersey was enough to give President Kennedy his electoral vote margin of ~~victory~~.

We have had more recent examples of close elections. In 1962, in my own state of Minnesota, the election for governor was decided by 91 votes. In Rhode Island the choice for governor was decided by 398 votes and in Maine, by 483 votes.

Here in California, in 1916, less than one vote per precinct decided the entire national election. That was the year that Charles Evans Hughes went to bed believing he had been elected. But Wilson carried California by 3,800 votes out of nearly one million, and those votes were the margin of national victory.

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Los Angeles

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PFZ

I have often reflected during the last two months on the totally different views of America expressed by the two candidates for President.

Lyndon Johnson has held out before us a vista of a nation stronger and freer, a people more unified than at any time in all our history.

Barry Goldwater has painted for us a picture of a startlingly different America--a land of bitter and discontented men and women, yearning for the past, resentful of the present, fearful of the future.

I simply do not believe that Lyndon Johnson and Barry Goldwater have been talking about the same America. Peering through the lensless frames of his moral and emotional shortsightedness, Barry Goldwater has seen

only what he wishes to see: the private and distorted vision of the misguided few.

But the real world, the real America, is not at all what Barry Goldwater believes it to be. The ugliness, the hopelessness, the sheer misery, of Goldwater's America lies in the eye of the beholder.

The real America, the America we see stretched out before us, clothed in the crisp and sprightly mantle of autumn, is as different from the strange and tortured world of the Goldwaterites as the philosophies of Lyndon Johnson and Barry Goldwater are different.

The real America, the America which you and I know, the America of Lyndon Johnson and of the Democratic party, is what it has always been. With

God's help--and with your help on November 3--thus
it shall ever be.

No fairminded person, looking about himself in
the America of 1964, can fail to see that the citizens
of this land of the free have more freedoms than any
people at any time in the history of the world. And
under John Kennedy and Lyndon Johnson we have taken
long and purposeful strides toward that "new birth of
freedom" which men have always sought, and never truly
captured.

And we have begun to create about us the conditions
under which man can enjoy the fruits of his labors--at
leisure...with zest...and in dignity.

The Goldwaterites have been telling you what's wrong
with America. Here, my friends, is a small slice of
what's right with America:

*We are riding the crest of a wave of unparalleled prosperity.

* Economic growth is continuing at a phenomenal rate.

* Unemployment is down; more Americans are at work than ever before; and we are approaching the time when every ablebodied worker will find gainful outlet for his energies.

* We have more of the comforts and fewer of the hardships, more of the luxuries and fewer of the burdens, than any people in all of history.

But what is unique about the civilization we are building for ourselves and our children is not our unprecedented level of material prosperity, not our stately mansions, not yet our alabaster cities. If

history is to reserve a place of honor for this generation, it will be for a bolder, a more enduring contribution.

That contribution, my friends, is the spirit of public morality.

I have chosen my words carefully and advisedly.

I believe that the ethical conduct of the highest order in which a President can engage, and the most fundamentally moral course which an Administration can pursue, is to seek to assure the right of every individual to achieve all of which he is capable.

In the white heat of that demanding standard, all else melts to insignificance. And by that standard, no period in our history has more nearly captured the spirit of public morality than the last four years.

For that spirit, the hallmark of a civilization in full flower, has been the distinguishing characteristic of every significant achievement of the Kennedy-Johnson administration:

* We passed a poverty bill--to lift up those unfortunates among us, cast aside by the march of progress, and set them back on the road toward useful lives.

* We passed a civil rights bill--to lift from the lives of millions of Americans the indignities and humiliations of second-class citizenship.

* We passed a test-ban treaty--to lift from the world the tense and oppressive climate of a black cloud of fear...a cloud which had distorted tomorrow's vision as it had distorted today's economy.

* And we created a Peace Corps--to lift our eyes toward a higher destiny and a richer life for those we help--and, in helping others, ^{for ourselves,} ~~for~~ ourselves.

"I believe in democracy," said Woodrow Wilson, "because it releases the energy of every human being."

And that, my friends, is what we have been doing.

That is the ethical, the moral path which we have followed under the leadership of John Kennedy and Lyndon Johnson.

That path, illuminated by the insight of history and bounded only by the limits of our own vision, leads straight to the Great Society.

For the Great Society is, before all else, a society which exists in the hearts of men.

The Great Society of Lyndon Johnson and of the Democratic Party rests upon that same spirit which moved the poet of ancient times to write:

"Not houses finely roofed or the stones of walls well builded, nay nor canals and dock-yards, make the city, but men able to use their opportunity."

That is the city we have been building. It is far from complete. Join us in building it. Join us in building the world's first Great Society.

READING COPY

LOS ANGELES, CALIFORNIA

JOHNSON-HUMPHREY RALLY

STATLER-HILTON HOTEL

OCTOBER 31, 1964

On November 3rd the American people will decide their future, the future of America and perhaps the future of all mankind.

This is no ordinary election. What is at stake is a choice between moving forward or repudiating 30 years of economic and social progress.

To his credit, Senator Goldwater has been frank about this for he has said throughout his campaign that he offers the American people "a choice and not an echo."

But what a choice! What an echo!

Senator Goldwater is a man of convictions and for this we can admire him -- even if his convictions terrify us.

During this campaign we have learned what Senator Goldwater is against -- what he doesn't like. But we have to search long and hard to find out what he is for.

During this campaign he has come out with only two specific proposals -- his fiscally irresponsible pie-in-the-sky tax cut and his promise to name as Secretary of Agriculture a man with "dirt on his hands."

This campaign record of positive thinking is consistent. It compares favorably to his record of constructive achievement during 12 years in the Senate where his chief claim to legislative fame was passage of a bill to permit shipment of live scorpions through the mail.

During this campaign President Johnson and I tried to set forth our views on the problems that face America and how we shall try to meet those problems.

We have discussed the problem of how we must meet the staggering challenge of providing enough educational facilities for our children.

Educ

We have discussed the problems of our growing cities.

cities

We have discussed the problems of resource development, conservation, agriculture and space exploration and scientific research. We have asked our opponents to discuss these issues, but these requests have been in vain.

Resources

Today I would like to discuss another issue which our opponents prefer to ignore.

Today I want to talk about some of the problems which have occurred in America because of changes in the composition of our population.

Today, we have more older people
and more younger people in our population
than ever before.



Lyndon Johnson and I do not look
upon this as a problem. Rather we look
upon our population -- young or old --
as a vital resource. People, not our
material possessions, are the real wealth
of America.

We further believe than an opportunity to live self-sufficient and meaningful lives is the prerogative of every citizen. So is the opportunity to contribute to the community life of this country. And we hold ourselves responsible to make these opportunities available to everyone, without regard to race, religion, national origin, sex or age.

↳ We see the scrap heap approach to our older citizens as callous, immoral and incredibly shortsighted.

↳ Thousands of older people throughout America are giving millions of hours of voluntary service to their communities -- they are giving new life and new dimensions to the American tradition of voluntary service in behalf of others.

Elderly
+
Voluntary
Service

1 We intend to initiate specific legislative proposals for the establishment of community centers where retired persons can participate in a variety of social activities, educational programs, and programs of community service.

Community Centers

2 We intend also to ask the Congress to explore the creation of a National Senior Citizens Corps, perhaps as a special component of the Volunteers in Service to America (VISTA), to provide a vehicle for retired citizens to serve as volunteers in developing a wide variety of community services not now available.

Senior Citizens Corp

Today hospitals, libraries, schools, museums, parks, health and welfare departments are providing only limited services because of limited personnel. ~~At the same time~~ our 20 million retired and older people represent a huge reservoir of skill, talent, experience and energy seeking useful and constructive outlets. We must capitalize more fully on these priceless resources.

At the same time we recognize that older people in our society have special wants and needs.

You are concerned about the level of retirement income and whether it is going to be eroded away by inflation. You are concerned about medical bills which may pile up. You are concerned about comfortable and functional retirement housing at costs and rents you can afford.

Retirement
income

From the extensive hearings held in the United States Senate, we know that many fast-buck artists, schemers and quacks are seeking to exploit these needs.

Senator Goldwater says these are your problems -- and your problems alone. He says these problems are of no concern to the Federal and State governments. In a speech before the White House Conference on Aging in January, 1961, Senator Goldwater said that financial security and other provisions for older people are responsibilities solely for the individual and his family.

We reject this position categorically. We believe that sensible governmental programs can help immeasurably in making the years of retirement an exciting and fulfilling period of life.

Perhaps Senator Goldwater needs the chance to learn by personal experience about the problems of retirees. So let me suggest that we join together on November 3rd to help provide the retirement from politics he so richly deserves. #

↳ This country is enjoying the benefits of the American society you labored diligently to build. We understand this. And we believe you are entitled to share fully in the rewards of your efforts to build a better America.

The Kennedy-Johnson administration has worked consistently toward this objective.

Since 1961, the Congress has increased fourfold the appropriations for the construction of hospitals and centers for diagnosis, treatment and rehabilitation, and geriatric facilities.

In 1961, the Kennedy-Johnson administration and the Congress passed the Community Health Facilities Act.

In 1962, we enacted the welfare amendments to the Social Security Act to establish comprehensive information and referral centers, health clinics, homemaker services, meal delivery to homebound older people, visiting nurse and other services.

↳ In 1962 the Harris-Kefauver drug amendments assured new protection in drug manufacture, tightened inspection requirements and prohibited the indiscriminate use of dangerous experimental drugs.

↳ In 1963 we passed the mental health act to assist in the construction of community mental health centers and various types of mental retardation centers and to train teachers of the handicapped.

↳ In 1963 we passed legislation to construct new dental, medical, public health and osteopathic facilities and to expand existing ones.

↳ In 1964 we provided funds to modernize and replace antiquated hospitals in many of our metropolitan areas and doubled funds for long-term care facilities.

↳ We revised the income tax so that
an older couple pays no tax at all until
their reportable income exceeds \$3000.
And all -- not just part -- of expenses
for medicines and drugs are deductible
from income tax by persons 65 and over.

↳ While Senator Goldwater's remarks
about many issues have been cryptic and
confused, his voting record is crystal
clear. In session after session, he has
voted against constructive common sense
proposals to help our older citizens enjoy
a more healthy and worthwhile life.

↳ He voted against Federal housing for
the elderly on at least four occasions.

↳ He voted against creating the
disability insurance program.

Voluntary
Record

He voted against increasing federal matching funds for aid to dependent children and to the needy aged, blind and disabled.

He voted twice against medical care for the aged financed through Social Security.

He voted against increased research programs into diseases of the elderly.

He voted against restoration of funds to the Housing and Home Finance Agency research programs on housing for the aged.

He voted against legislation to provide new hospital construction, more medical schools, and more doctors and nurses.

↳ This record discloses a shocking disregard for the needs and concerns of our older citizens. And it discloses either indifference or ignorance toward the remarkable medical and social breakthroughs which hold such promise for transforming and enriching the lives of our older citizens.

But enough of the past. What of the future?

↳ I predict that the 89th Congress, convening this January, will be remembered as the Congress to establish a common-sense, sound, and long awaited plan for prepaid hospital insurance under social security. In the 88th Congress, the legislation passed the Senate. Next year, I predict, complete victory will be achieved.

The Goldwaterites say that the aged should buy private insurance.

They say that most of the aged are better off financially than younger people, and can easily pay their medical bills. Well, let's try a little experiment. Think of three people you know who are over 65. The odds are that two of them will soon have an annual medical bill of \$1,200. Can they afford it?

↳ You know that "medicare" will not cost your house, or your savings, or your grandson's education. It will cost a small payroll deduction during working years and will take the bite out of those hospital bills when you are trying to live on a fixed retirement income.

↳ And we think this makes sense.

We think this is sound public policy.

↳ We intend also to enact increased
monthly social security benefit payments.

And once we get such monthly payments up
to a decent level, we hope to modify the
social security benefit structure so that
it is responsive to economic changes and
fluctuations in the cost of living.

up

In addition to hospital insurance and
increased social security payments, we must
continue to build more and better hospitals,
nursing homes, geriatric centers, and provide
for more doctors, nurses, and other skilled
medical personnel.

↳ We must continue to provide assistance for the construction of housing for our older citizens. Since 1961 almost 200,000 dwelling units have been authorized with the aid of public funds. But more must be done.

↳ We must also face up to the unique problems which exist in communities with high concentrations of older people. ↳ Why not explore the possibility of providing such assistance to these communities -- just as we provide special assistance to local school systems in areas of high concentrations of Federal employees.

↳ We have just begun to understand fully the nature of these exciting challenges and opportunities. But I can promise you that a Johnson - Humphrey administration will meet these challenges and capitalize on these opportunities.

↳ The most recent medical advances have occurred for the earlier -- not the later -- years of life. ↳ The principal infant killers have been almost wiped out.

↳ Medical science is discovering the causes of dreaded and congenital defects. Medical science has almost exterminated many of the infectious diseases.

Now we must assault the citadel -- degenerative disease -- the chronic diseases of later years.

We must provide funds so that the National Institutes of Health can focus their vast resources on this problem. Let us move forward to make the decade of 1965-1975 the golden era of medical progress for Americans 65 to 75 and older. This is an objective worthy of a great nation and a great people.

Good

Lyndon Johnson and I ask your help in this historic effort.

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FOR A.M.'S RELEASE
SUNDAY, NOVEMBER 1

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BY
SENATOR HUBERT HUMPHREY
Los Angeles, California
SENIOR CITIZENS MEETING
October 31, 1964

On November 3rd the American people will decide their future, the future of America, and perhaps the future of all mankind.

I know that our senior citizens will not be passive at this crucial moment. Our older citizens have an outstanding voting record in presidential elections--fully double the average for younger people. This is indicative of their interest and their concern. It is also a tribute to their knowledge and experience.

Today I want to talk about some of the problems which have occurred in America because of changes in the composition of our population.

Today, we have more older people and more younger people in our population than ever before.

Lyndon Johnson and I do not look upon this as a problem. Rather we look upon our population--young or old--as a vital resource. People, not our material possessions, are the real wealth of America.

We further believe that an opportunity to live self-sufficient and meaningful lives is the prerogative of every citizen. So is the opportunity to contribute to the community life of this country. And we hold ourselves responsible to make these opportunities available to everyone, without regard to race, religion, national origin, sex or age.

We see the scrap heap approach to our older citizens as callous, immoral and incredibly shortsighted.

Thousands of older people throughout America are giving millions of hours of voluntary service to their communities--

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they are giving new life and new dimensions to the American tradition of voluntary service in behalf of others.

We intend to initiate specific legislative proposals for the establishment of community centers where retired persons can participate in a variety of social activities, educational programs, and programs of community service.

We intend also to ask the Congress to explore the creation of a National Senior Citizens Corps, perhaps as special component of the Volunteers in Service to America (VISTA), to provide a vehicle for retired citizens to serve as volunteers in developing a wide variety of community services not now available.

Today hospitals, libraries, schools, museums, parks, health and welfare departments are providing only limited services because of limited personnel. At the same time, our 20 million retired and older people represent a huge reservoir of skill, talent, experience, and energy seeking useful and constructive outlets. We must capitalize more fully on these priceless resources.

At the same time we recognize that older people in our society have special wants and needs.

They are concerned about the level of retirement income and whether it is going to be eroded away by inflation. They are concerned about medical bills which may pile up. They are concerned about comfortable and functional retirement housing at costs and rents they can afford.

From the extensive hearings held in the United States Senate, we know that many fast-buck artists, schemers and quacks are seeking to exploit these needs.

Senator Goldwater says these problems are the concern of our senior citizens and their concern alone. He says these problems are of no concern to the Federal and State governments. In a speech before the White House Conference on Aging in January 1961, Senator Goldwater said financial security and other provisions for older people are responsibilities solely for the individual and his family.

We reject his position categorically. We believe that sensible governmental programs can help immeasurably in making

the years of retirement an exciting and fulfilling period of life.

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This country is enjoying the benefits of the American society our senior citizens labored diligently to build. We understand this. And we believe they are entitled to share fully in the rewards of their efforts to build a better America.

The Kennedy-Johnson administration has worked consistently toward this objective.

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We revised the income tax so that an older couple pays no tax at all until their reportable income exceeds \$3,000. And all--not just part--of expenses for medicines and drugs are deductible

from income tax by persons 65 and over.

While Senator Goldwater's remarks about many issues have been cryptic and confused, his voting record is crystal clear. In session after session, he has voted against constructive common-sense proposals to help our older citizens enjoy a more healthy and worthwhile life.

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They say that most of the aged are better off financially than younger people, and can easily pay their medical bills. Well, let's try a little experiment. Think of three people you know who are over sixty-five. The odds are that two of them will soon have an annual medical bill of \$1,200. Can they afford it?

You know that "medicare" will not cost your house, or your savings, or your grandson's education. It will cost a small payroll deduction during working years and will take the bite out of those hospital bills when you are trying to live on a fixed retirement income.

And we think this makes sense. We think this is sound public policy.

We intend also to enact increased monthly social security benefit payments. And once we get such monthly payments up to a decent level, we hope to modify the social security benefit structure so that it is responsive to economic changes and fluctuations in the cost of living.

In addition to hospital insurance and increased social security payments, we must continue to build more and better hospitals, nursing homes, geriatric centers, and provide for more doctors, nurses, and other skilled medical personnel.

We must continue to provide assistance for the construction of housing for our older citizens. Since 1961, almost 200,000 dwelling units have been authorized with the aid of public funds. But more must be done.

We must also face up to the unique problems which exist in communities with high concentrations of older people. Why not explore the possibility of providing such assistance to these communities--just as we provide special assistance to local school systems in areas of high concentrations of federal employees?

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